Hugo Dowd
Product Designer

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Amsterdam area, Netherlands

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Portfolio
Linkedin

Skills

Design: Design thinking, rapid prototyping, user experience design, user interface design, visual design, design systems, information architecture, digital prototyping tools.

Research: Quantitative research, qualitative research, workshop facilitation, usability testing

Other: Creative coding, full-stack development, academic research

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Experience

Telstra Health / User Experience Designer
July 2022 - July 2024, Sydney

At this position I led the end-to-end design process for General Practitioner software within the primary, aged, and disability care business unit, involving user interviews, affinity mapping, user journey mapping, wire-framing, and high fidelity design. My primary focus at this position has been designing a new system for patient communications.

I led a user research project to determine the product roadmap targeting the specialist market, including interviewing specialist healthcare practitioners and admin staff, conducting affinity mapping workshops, and creating a research report.

I collaborated with internal stakeholders, such as sales, onboarding, clinical risk officers, and practice consultants, to ensure that designs effectively addressed customer needs and aligned with broader business objectives and direction.

I collaborated closely with product managers, technical leads, and solution architects throughout the discovery and design processes to ensure that designs aligned with business objectives and were technically feasible.

Gateway research / Market researcher
September 2020 - April 2022, Sydney

This position was at a boutique market research agency specialising in applying behavioural and cognitive research to consumer behaviour.

I conducted participant sessions and semi-structured interviews for an in-lab study evaluating menu-board designs for Coca-Cola. I led the synthesis and reporting of qualitative results.

I also created the experimental design and conducted research sessions for an online supermarket shopping study for an Australian food manufacturer.

Searten / User Experience Designer

November 2021 - July 2022, Sydney

Worked with start-up founders on a prototype academic research management and administration platform. Prototype used as part of pitches that led to letters of intent from multiple potential customers.

I conducted user research with various stakeholders including academics, university heads of department and head of administration. I also evaluated the information architecture of current prototypes, created a component library, mapped out user flows from research and delivered a prototype of the platform.

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Education

University of Sydney / Masters of Interaction Design and Electronic Arts

August 2020 - December 2021, Sydney

Degree focused on all aspects of human-centred design, wireframing, prototyping, interface design, user research and usability testing. Electives in software development (COMP9103: Software Development in Java, COMP5347: Web Application Development). I received an average mark of 84%.

Graduate project 'MyConnect' selected for school of Architecture, Design & Planning 2021 graduate exhibition and selected to feature in design magazine 'Dezeen'.

Link to Dezeen

Link to graduate show

Australian National University / Bachelor of Psychology (Honours)

February 2016 - November 2019, Canberra

During my degree I studied Psychology with a minor in chemistry. I spent the final year conducting research and writing my thesis on human face perception in low vision individuals. This involved designing research methodology, conducting research with participants and performing statistical analysis on the results.